

TRANSMITTAL OF APPEAL BRIEF (Large Entity)Docket No.
YOR920000718USIn Re Application Of: **Thomas E. Chefalas et al.**

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
09/802,248	March 8, 2001	Freda Ann Nelson	23389	3628	5564

Invention: **METHOD AND SYSTEM FOR AUTOMATING PRODUCT REGISTRATION****COMMISSIONER FOR PATENTS:**Transmitted herewith is the Appeal Brief in this application, with respect to the Notice of Appeal filed on:
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

Applicants:	Thomas E. Chefalas et al.	Examiner:	Freda Ann Nelson
Serial No:	09/802,248	Art Unit:	3628
Filed:	March 8, 2001	Docket:	YOR920000718US1 (14031)
For:	METHOD AND SYSTEM FOR AUTOMATING PRODUCT REGISTRATION	Dated:	May 22, 2007
Conf. No.:	5564		

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APPEAL BRIEF

Sir:

INTRODUCTION

Pursuant to 35 U.S.C. §134 and 37 C.F.R. §§1.191, 41.31 and 41.37, entry of this Appeal Brief in support of the Notice of Appeal filed March 22, 2007 in the above-identified matter is respectfully requested. This paper is submitted as a brief setting forth the authorities and arguments upon which Appellants rely in support of the appeal from the Final Rejection of Claims 1 3-5, 10, 11, 19, 22-36 in the above-identified patent application on November 30, 2006.

CERTIFICATION OF ELECTRONIC TRANSMISSION

I hereby certify that this paper is being electronically transmitted to the Patent and Trademark Office on the date shown below.

Dated: May 22, 2007



Eunhee Park

1. STATEMENT OF REAL PARTY OF INTEREST

The real party of interest in the above-identified patent application is International Business Machines Corporation.

2. STATEMENT OF RELATED APPEALS AND INTERFERENCES

There are no pending appeals or interferences related to this application to Appellants' knowledge.

3. STATEMENT OF THE STATUS OF THE CLAIMS

A. Claim Status

Claims 1, 3-5, 10, 11, 19, and 22-36 are pending in the application. Claims 2, 6-9, 15 and 20-21 have been canceled. Claims 12-14, 16-18 have been withdrawn. Claims 1, 3-5, 10, 19, 22-25, 27-28, 31, 33-36 were rejected under 35 U.S.C. §102(e) as allegedly being unpatentable over U.S. Patent Application Publication US 2001/0025245 to Flickinger et al. ("Flickinger"). Claims 11, 29-30, and 32 were rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Flickinger in view of U.S. Patent Application Publication US 2001/0034609 to Dovolis ("Dovolis"). Claim 26 was rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Flickinger in view of U.S. Patent 6,069,941 to Byrd et al. ("Byrd").

B. Appealed Claims

Claims 1, 3-5, 10, 11, 19, and 22-36 are appealed, a clean copy of which are attached hereto in Appendix A.

4. STATEMENT OF STATUS OF AMENDMENTS

New claim 37 was added in the Final Rejection. However, the Examiner did not enter the

amendment.

5. SUMMARY OF CLAIMED SUBJECT MATTER

The invention with respect to claim 1 comprises a computer-implemented method for automating product registration (Abstract). The method with respect to claim 1 comprises receiving at a time a customer purchases one or more products from a seller, and via a communication network, product registration information and associated customer information at a server associated with a manufacturer (page 6, lines 18-30). The product registration information is associated with said one or more products that are manufactured by the manufacturer, and purchased by the customer, from the seller (page 10, lines 11-17). The customer information is associated with the customer and is acquired at the time the customer purchases said one or more products (page 9, line 1-page 10, line 9). The method further includes generating at least one web page using said product registration information and said customer information transmitted to the server of said manufacturer at the time the customer purchases said one or more products to allow the customer to verify and update said product registration information and said customer information (page 11, lines 4-28); and completing a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information (page 11, line 28 – page 12, line 6).

The invention with respect to claim 3 comprises the computer-implemented method according to claim 1, wherein said product registration information comprises a sales transaction record (page 10, lines 11-21).

The invention with respect to claim 4 comprises the computer-implemented method according to claim 1, wherein the at least one web page is generated when said customer uses a computer to communicate with a website associated with said manufacturer (page 11, lines 6-28).

The invention with respect to claim 5 comprises the computer-implemented method according to claim 1, wherein said customer information includes at least one of a name, address and telephone number of said customer (page 9, lines 8-15).

The invention with respect to claim 10 comprises the computer-implemented method according to claim 1, wherein: the at least one web page allows the customer to update at least one of said customer information and said product registration information (page 12, lines 2-6).

The invention with respect to claim 11 comprises the computer-implemented method according to claim 1, wherein: the at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee (page 12, lines 18-24; page 13, lines 13-17).

The invention with respect to claim 19 comprises a computerized system for automating product registration, comprising: a server associated with a seller (page 7, line 19 – page 8, line 4) for: (a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller (page 7, lines 19-21), (b) associating product registration information with said one or more products (page 8, lines 17-25), and (c) transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information (page 10, lines 11-17); wherein the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information (page 12, lines 2-6); and the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information (page 11, line 28 – page 12, line 9).

The invention with respect to claim 22 comprises the computerized system according to claim 19, wherein said product registration information comprises a sales transaction record (page 10, lines 11-21).

The invention with respect to claim 23 comprises the computerized system according to claim 19, wherein said server associated with the seller utilizes a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory (page 9, lines 11-15).

The invention with respect to claim 24 comprises the computerized system according to claim 19, wherein the seller manually enters said customer information at said time of purchase (page 9, lines 11-12).

The invention with respect to claim 25 comprises the computerized system according to claim 19, wherein the server associated with the manufacturer allows the customer to verify said product registration information and said customer information by generating at least one web page when said customer uses a computer to communicate with a website associated with said manufacturer (page 11, line 4 – page 12, line 6; page 13, lines 3 –13).

The invention with respect to claim 26 comprises the computerized system according to claim 19, wherein the server associated with the manufacturer comprises a voice response unit server to facilitate the completion of the product registration by telephone (page 13, line 27 – page 14, line 1).

The invention with respect to claim 27 comprises the computerized system according to claim 25, wherein said at least one web page allows said customer to update at least one of said customer information and said product registration information (page 12, lines 2-6).

The invention with respect to claim 28 comprises the computerized system according to claim 19, wherein said communication network includes at least one of: an Internet, Intranet and a telecommunication network (page 7, lines 4-17).

The invention with respect to claim 29 comprises the computerized system according to claim 25, wherein said at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee (page 12, lines 18-24; page 13, lines 13-17).

The invention with respect to claim 30 comprises the computerized system according to claim 29, wherein said at least one web page allows the donee to update at least one of said product registration information and said customer information (page 12, lines 21-24; page 13, lines 13-17).

The invention with respect to claim 31 comprises a program storage device readable by a machine, tangibly embodying a program of instructions, executable by said machine to perform a method for automating product registration, the method comprising: (a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller (page 7, lines 19-21); (b) associating product registration information with said one or more products (page 8, lines 17-25); (c) transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information (page 10, lines 11-17); wherein: the server associated with the manufacturer generates at least one web page using said product registration information and said customer information transmitted thereto to allow the customer to verify and update said product registration information and said customer information (page 11, line 4 – page 12, line 6); and the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information (page 12, lines 6-9).

The invention with respect to claim 32 comprises the computer-implemented method according to claim 11, wherein: the at least one web page allows the donee to update at least one of said product registration information and said customer information (page 12, lines 21-24; page 13, lines 13-17).

The invention with respect to claim 33 comprises a computer-implemented method for automating product registration, comprising: acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller (page 7, lines 19-21); associating product registration information with said one or more products (page 8, lines 17-25); transmitting at the time of purchase of the one or more products, via a communication network, and

from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information (page 10, lines 11-17); wherein: the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information (page 12, lines 2-6); and the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information (page 11, line 28 – page 12, line 9).

The invention with respect to claim 34 comprises the computer-implemented method according to claim 33, further comprising: utilizing a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory (page 9, lines 11-15).

The invention with respect to claim 35 comprises the computer-implemented method according to claim 33, wherein: the seller manually enters said customer information at said time of purchase (page 9, lines 11-12).

The invention with respect to claim 36 comprises the computer-implemented method according to claim 1 wherein said updating includes registering said one or more products for the customer or for a new donee (page 12, lines 2-6, lines 18-24; page 13, lines 3-17).

6. GROUND OF REJECTION TO BE REVIEWED ON APPEAL

The issues presented for review are:

whether claims 1, 3-5, 10, 19, 22-25, 27-28, 31, 33-36 are anticipated under 35 U.S.C. §102(e) by U.S. Patent Application Publication US 2001/0025245 to Flickinger et al. (“Flickinger”);

whether claims 11, 29-30, and 32 are unpatentable under 35 U.S.C. §103(a) over Flickinger in view of U.S. Patent Application Publication US 2001/0034609 to Dovolis (“Dovolis”); and

whether claim 26 is unpatentable under 35 U.S.C. §103(a) over Flickinger in view of U.S. Patent 6,069,941 to Byrd et al. (“Byrd”).

7. **ARGUMENTS**

- A. **The rejection of claims 1, 3-5, 10, 19, 22-25, 27-28, 31, 33-36, on appeal, under 35 U.S.C. § 102(e), as being anticipated by Flickinger et al. is improper.**

1. **CLAIMS 1, 19, 31 and 33**

In the Final Official Action, dated November 30, 2006, the Examiner rejected claims 1, 3-5, 10, 19, 22-25, 27-28, 31, 33-36 as being anticipated under 35 U.S.C. §102(e) by Flickinger.

Appellants respectfully disagree with the Examiner's characterization and interpretation of the reference cited and discussed in the Final Office Action. For rejection under 35 U.S.C. §102(e) to be proper, an identical invention must be disclosed in the cited reference. See, MPEP §2131 ("A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference" (citing *Verdegaal Bros. V. Union Oil Co. of California*, 814 F.2d 628, 631 (Fed. Cir. 1987) ... "The identical invention must be shown in as complete detail as is contained in the ... claim" (citing *Richard v. Suzuki Motor Co.*, 868 F.2d 1226, 1236 (Fed. Cir. 1989))).

Flickinger does not disclose or suggest every element claimed, that is, an identical invention, as explained below. As understood by applicant, Flickinger discloses an automatic asset registration process that uses a pre-created electronic file called an E-registrar. The electronic file, which can be stored on a hard drive or in a smart card, for example, contains the data specific to the purchaser (Flickinger, par. 0020, 0021, 0023). Each prospective purchaser would have his or her own E-Registrar (Flickinger, par. 0035). The purchaser registers an asset by activating this electronic file. In Flickinger, pre-created E-registrar or a separate electronic file is crucial for the workings of Flickinger. The importance of a pre-created E-registrar in Flickinger is confirmed on reading last 14 lines of paragraph 0036, which explain that this pre-created electronic file (E-registrar) may be on the user's desktop and integrated into an operating system, and which also describe that an additional application may use the user information from the user's E-registrar to automate filling out forms.

Paragraph 0036 of Flickinger further discloses a transaction in which the purchaser provides the E-registrar to the manufacturer or other party. There, Flickinger explains, “The purchaser would send his personal E-registrar via his web browser or email, which would contain standard information needed for registering; The manufacturer would extract the pertinent information from the E-Registrar and register the product, and the registration process would be accomplished” (emphasis added). Thus, according to Flickinger the manufacturer automatically registers the purchaser using the information contained in the E-registrar (the purchaser-specific data file) once the manufacturer receives the E-registrar. While Flickinger in paragraph 0036 also mentions, “The manufacture [sic] would provide verification of registration and other information (e.g. warranties) either on the spot through the browser or email, or subsequently through other means, such as mail or facsimile,” this is only after the fact, that is, after having completed or “accomplished” the registration process as described in that paragraph. Paragraph 0038 further confirms this understanding of Flickinger. In that paragraph, Flickinger explains, “A registration verification or certificate (electronic or otherwise) could be provided to the purchaser confirming registration, warranty and other information.”

On the other hand, the present application and the claims are directed to automating product registration, for example, in which the information obtained from a purchaser at the time of the sale is also used to register a purchased item, for instance, with a manufacturer. The information is, for instance, presented on a web page so that the purchaser need not duplicate the effort of entering the similar information when registering the item. A purchaser then may verify and update the information, if needed. Once the purchaser verifies and/or updates the information, the product registration completes.

While Flickinger appears to disclose automatic registration of products by activating its pre-formed E-registrar, Flickinger does not disclose or suggest every element claimed in independent claims 1, 19, 31, and 33. For example, Flickinger fails to disclose or suggest at least “generating at least one web page using said product registration information and said customer information transmitted to

the server of said manufacturer at the time the customer purchases said one or more products to allow the customer to verify and update said product registration information and said customer information” as claimed in claims 1 and 31; and “the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information” as claimed in claims 19 and 33. Flickinger also does not disclose or suggest “completing a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information” as claimed in claims 1 and 31, and “the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information” claimed in claims 19 and 33.

The Final Office Action dated November 30, 2006, in Response to Amendments and Arguments section on pages 2-3, cites Flickinger’s paragraphs 0036 and 0038 as allegedly disclosing that element. Contrarily, however, those paragraphs do not disclose or suggest completing product registration when the customer verifies and updates information as described above. Rather, as understood by applicant, paragraphs 0036 and 0038 suggest that after automatic registration, confirmation of the registration is provided to the purchaser after having accomplished the registration. Flickinger does not appear to provide an opportunity for the customer to verify or update the product registration information and the customer information before completing the registration. Instead, the information is directly taken from Flickinger’s pre-created and pre-stored E-registrar.

On page 3 of the Final Office Action dated November 30, 2006, the Examiner misinterprets last 14 lines of paragraph 0036 in Flickinger. Those passages of Flickinger, contrary to the assertion advanced in that section of the Office Action, describe that Flickinger’s E-registrar may be integrated into an operating system, and an application may use the information in the E-registrar to automate filling out of different forms with the user information. Those passages of Flickinger, however, do not disclose or suggest allowing, “the customer to verify and update said product

registration information” as claimed in independent claims of the present application before completing the registration.

The verification and update element recited in independent claims of the present application is useful, for example, if there are errors in or updates to the presented information, or if a particular product was purchased as a gift and the information needs to be changed to reflect the gift recipient’s data for that particular product registration.

Therefore, for at least the above reasons, it is believed that Flickinger does not disclose or suggest every element claimed in independent claims 1, 19, 31, and 33, and also their respective dependent claims by virtue of their dependencies.

2. CLAIMS 3-5, 10, 22-25, 27-28, 34-36

Claims 3-5, 10, 22-25, 27-28, 34-36, which depend directly or indirectly from the independent claims 1, 19, 31, and 33 incorporate all of the limitations of their respective independent claims, and therefore, are not anticipated by Flickinger at least for those reasons provided for claims 1, 19, 31, and 33.

B. The rejection of claims 11, 29-30, and 32, on appeal, under 35 U.S.C. §103(a) as being unpatentable over Flickinger in view of Dovolis is improper

1. CLAIMS 11, 29-30, and 32

Claims 11, 29-30, and 32 were rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Flickinger in view of U.S. Patent Application Publication US 2001/0034609 to Dovolis (“Dovolis”). One of the basic requirements of a prima facie case of obviousness is that the prior art references when combined must teach or suggest all the claim limitations. See MPEP 2143. Flickinger as discussed above with reference to section 102(e) rejection discloses a pre-stored purchaser-specific data file referred to as E-registrar that is used for automatic asset registration.

Dovolis discloses managing personal and business assets. Those two references even if combined do not disclose or suggest every element claimed in claims 11, 29-30 and 32. Claims 11, 29-30 and 32 are dependent claims. Therefore, the same reason provided for independent claims 1, 19, 31 and 33 to distinguish Flickinger applies to claims 11, 29-30 and 32. Further, because Dovolis fails to disclose or suggest what Flickinger lacks, it is believed that Flickinger and Dovolis, taken alone or in combination, do not render claims 11, 29-30 and 32 obvious.

In addition, Flickinger and Dovolis in combination do not disclose or suggest at least: “generating at least one web page using said product registration information and said customer information transmitted to the server of said manufacturer at the time the customer purchases said one or more products to allow the customer to verify and update said product registration information and said customer information, the at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee,” claimed in claim 11 and 32; and “the server associated with the manufacturer allows the customer to verify said product registration information and said customer information by generating at least one web page when said customer uses a computer to communicate with a website associated with said manufacturer, wherein said at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee,” claimed in claims 29-30.

The Final Office Action dated November 30, 2006 cites Flickinger’s paragraph [0005] and Dovolis’ paragraph [0013] as allegedly disclosing those elements. Flickinger’s paragraph [0005] appears in its Background of the Invention section and discloses shortcomings of one prior art variation of manually entering registration information via a browser window. Dovolis’ paragraph [0013], although describes transferring warranties from one person to another, does not disclose or suggest doing so through a web page generated using information automatically transmitted to a manufacturer as claimed in claims 11, 29-30 and 32. Therefore, Flickinger and Dovolis even if combined fail to disclose or suggest every element claimed in those claims.

Further, the proposed modification cannot change the principle of operation of a reference. See MPEP 2143.01 VI. ("If the proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified, then the teachings of the references are not sufficient to render the claims prima facie obvious" citing, *In re Ratti*, 270 F.2d 810 (CCPA 1959)). The principle of operation of Flickinger as understood by appellants is its pre-stored purchaser-specific data file, from which the information pertaining to the specific purchaser is extracted and used for automatic registration. Modifying Flickinger's pre-stored purchaser-specific data file to include gift donee information, that is, information other than the purchaser-specific information would change Flickinger's principle of operation and its purpose.

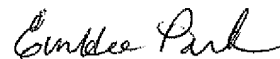
Accordingly, the Office Action fails to establish a prima facie case of obviousness.

**C. The rejection of claims 26, on appeal,
under 35 U.S.C. §103(a) as being
unpatentable over Flickinger in view of
Byrd is improper**

1. CLAIM 26

Claim 26 was rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Flickinger in view of U.S. Patent 6,069,941 to Byrd et al. ("Byrd"). Claim 26 depends from claim 19. As in discussion of claim 19 above, Flickinger does not disclose, suggest or teach every element claimed independent claim 19. Byrd discloses managing subscriber access to a fee-based service via a telecommunications network. Because Byrd fails to disclose or suggest what Flickinger lacks, applicant believes that Flickinger and Byrd, taken alone or in combination, do not render claim 26 obvious.

Respectfully submitted,



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APPENDIX A

CLAIMS ON APPEAL: CLAIMS 1, 3-5, 10, 11, 19, and 22-36

Application Serial No. 09/802,248

1. (Rejected) A computer-implemented method for automating product registration, comprising:

receiving at a time a customer purchases one or more products from a seller, and via a communication network, product registration information and associated customer information at a server associated with a manufacturer; wherein:

the product registration information is associated with said one or more products that are manufactured by the manufacturer, and purchased by the customer, from the seller;

the customer information is associated with the customer and is acquired at the time the customer purchases said one or more products;

generating at least one web page using said product registration information and said customer information transmitted to the server of said manufacturer at the time the customer purchases said one or more products to allow the customer to verify and update said product registration information and said customer information; and

completing a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information.

2. (Canceled)

3. (Rejected) The computer-implemented method according to Claim 1, wherein said product registration information comprises a sales transaction record.

4. (Rejected) The computer-implemented method according to Claim 1, wherein the at least one web page is generated when said customer uses a computer to communicate with a website associated with said manufacturer.

5. (Rejected) The computer-implemented method according to Claim 1, wherein said customer information includes at least one of a name, address and telephone number of said customer.

6 - 9. (Canceled).

10. (Rejected) The computer-implemented method according to Claim 1, wherein:
the at least one web page allows the customer to update at least one of said customer information and said product registration information.

11. (Rejected) The computer-implemented method according to Claim 1, wherein:
the at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee.

12. (Withdrawn) An automated telephonic method for product registration, comprising:
receiving, from a seller, and via a communication network, product registration information and associated customer information at a voice response unit server associated with a manufacturer;
wherein:

the product registration information is associated with one or more products that are manufactured by the manufacturer, and purchased by a customer, from the seller; and

the customer information is associated with the customer and is acquired at a time the customer purchases said one or more products;

receiving a telephone call at the voice response unit server from the customer;

using the voice response unit server to recite said product registration information and said customer information during the telephone call, and prompt the customer to verify said product registration information and said customer information; and

completing a product registration of said one or more products when the customer verifies said product registration information and said customer information.

13. (Withdrawn) The automated telephonic method according to Claim 12, wherein said customer verifies said product registration information and said customer information by speaking.

14. (Withdrawn) The automated telephonic method according to Claim 12, wherein said customer verifies said product registration information and said customer information by pressing keys on a key pad of a telephone used for the telephone call.

15. (Canceled)

16. (Withdrawn) The automated telephonic method according to Claim 12, wherein said voice response unit server automatically identifies a telephone number of the customer via a caller identification, and accesses said product registration information and said customer information based on the identified telephone number.

17. (Withdrawn) The automated telephonic method according to Claim 12, wherein said voice response unit server receives a telephone number of the customer via the customer pressing keys on a key pad of a telephone used for the telephone call, and accesses said product registration information and said customer information based on the received telephone number.

18. (Withdrawn) The automated telephonic method according to Claim 12, wherein said voice response unit server receives a telephone number of the customer via the customer speaking the telephone number, and accesses said product registration information and said customer information based on the received telephone number.

19. (Rejected) A computerized system for automating product registration, comprising:

a server associated with a seller for:

(a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller,

(b) associating product registration information with said one or more products,
and

(c) transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information;

wherein the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information; and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information.

20 – 21. (Canceled).

22. (Rejected) The computerized system according to Claim 19, wherein said product registration information comprises a sales transaction record.

23. (Rejected) The computerized system according to Claim 19, wherein said server associated with the seller utilizes a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory.

24. (Rejected) The computerized system according to Claim 19, wherein the seller manually enters said customer information at said time of purchase.

25. (Rejected) The computerized system according to Claim 19, wherein the server associated with the manufacturer allows the customer to verify said product registration information and said customer information by generating at least one web page when said customer uses a computer to communicate with a website associated with said manufacturer.

26. (Rejected) The computerized system according to Claim 19, wherein the server associated with the manufacturer comprises a voice response unit server to facilitate the completion of the product registration by telephone.

27. (Rejected) The computerized system according to Claim 25, wherein said at least one web page allows said customer to update at least one of said customer information and said product registration information.

28. (Rejected) The computerized system according to Claim 19, wherein said communication network includes at least one of: an Internet, Intranet and a telecommunication network.

29. (Rejected) The computerized system according to Claim 25, wherein said at least one web page allows said customer to indicate that the at least one product is a gift to a donee, said update including customer information relating to said donee.

30. (Rejected) The computerized system according to Claim 29, wherein said at least one web page allows the donee to update at least one of said product registration information and said customer information.

31. (Rejected) A program storage device readable by a machine, tangibly embodying a program of instructions, executable by said machine to perform a method for automating product registration, the method comprising:

- (a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller;

- (b) associating product registration information with said one or more products;

- (c) transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information; wherein:

- the server associated with the manufacturer generates at least one web page using said product registration information and said customer information transmitted thereto to allow the customer to verify and update said product registration information and said customer information; and

- the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information.

32. (Rejected) The computer-implemented method according to Claim 11, wherein:

the at least one web page allows the donee to update at least one of said product registration information and said customer information.

33. (Rejected) A computer-implemented method for automating product registration, comprising:

- acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller;
- associating product registration information with said one or more products;
- transmitting at the time of purchase of the one or more products, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information; wherein:
- the server associated with the manufacturer allows the customer to verify and update said product registration information and said customer information; and
- the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies and updates said product registration information and said customer information.

34. (Rejected) The computer-implemented method according to Claim 33, further comprising:

- utilizing a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory.

35. (Rejected) The computer-implemented method according to Claim 33, wherein:

- the seller manually enters said customer information at said time of purchase.

36. (Rejected) The computer-implemented method according to claim 1 wherein said updating includes registering said one or more products for the customer or for a new donee.

APPENDIX B

EVIDENCE SUBMITTED

Application Serial No. 09/802,248

There is no evidence relied upon by the Appellants in this appeal.

APPENDIX C

RELATED PROCEEDINGS

Application Serial No. 09/802,248

There are no pending appeals or interferences related to this application to Appellants' knowledge.